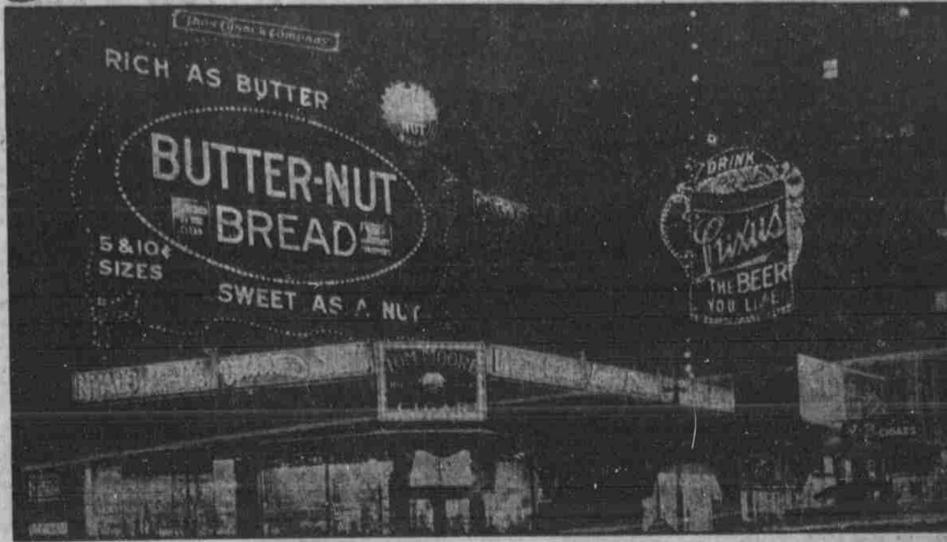


How Electricity Banishes Night from Streets of Omaha



DOUGLAS STREET, LOOKING EAST FROM SIXTEENTH STREET.



SIXTEENTH STREET LOOKING SOUTH FROM FARNAM STREET.

EMPRESS THEATER

THE THEATER BEAUTIFUL
EXCELLENT VAUDEVILLE
AND FIRST RUN PHOTO PLAYS

CONTINUOUS PERFORMANCES FROM 9 A. M. Until 11 P. M.

The Only Place to Go in the Forenoon
BIG AK-SAR-BEN WEEK ATTRACTIONS

THE
ARABIAN
WHIRL-
WINDS

WITH HEMA FRANCO AND
HER ORIENTAL DANCERS



Princeton & Yale
600 MILES FROM NEW YORK

Bert Wiggins & Co.
Presenting "FUN ON JOY STREET"

THE MYSTERIOUS DAVIS
IS IN TOWN—WATCH FOR HIM.

BILLY BURKE
WITH WEEKLY HARMONIES.

Admission, 10c

Reserved Seats, 20c BERT WIGGINS & CO.

Electric Street Signs Are a Great Help in Lighting Effects for Which Omaha is Noted

One of the greatest helps to the downtown electric signs in Omaha is the width of its streets. This gives perspective and makes more room for the constantly growing number of signs, for Omaha is rapidly becoming the best illuminated city for its size in the country and already makes a showing with the "best of 'em."

Travelers from all over the country remark on the variety and the splendid array of bulbs in Omaha. Bulbs of all colors of the rainbow that twinkle for a fleeting second and fade, streamers of lights that writhe snakewise around columns may be seen any night in Omaha.

Electric signs that have trained bulbs that form shapes, that seem animated and take various forms do marvelous "tricks."

It has only been in the last few years that the value of electric lights have been noticed much in the advertising line. Before that time their usefulness was restricted to the lighting of homes and occasionally they were used as street lights.

Then somebody was struck with an idea. He made the remarkable discovery that if you arrange two or three bulbs in front of a sign and turn on the jules at night, a person could read that sign. Flushed with the result and somewhat proud of the discovery, the inventor thought if he placed a stream of lights around the sign, the effect would be more artistic. Then some one came forward timidly and introduced the colored bulb. Some one else invented an alphabet with sockets wherein bulbs might be inserted. Not satisfied with that, the merchants demanded something "different"—and they got it. This time, the wire frame came forward, dotted here and there with lights of various colors that lived and died with great animation.

Kept on Advancing. So, from that first discovery the electric sign has gained momentum and bulk just as did the snowball that started from the top of a hill. Signs are now supplied with shooting comets and moon rises to advertise certain brands of merchandise. The design, it is true, has no more bearing on the advertised goods than the

costume worn by the burlesque chorus blends with the scenery, but are intended to attract attention.

All up and down the principal streets of Omaha one may see a display of brilliantly illuminated signs that is not equaled in any city of its size in the country. Some of the signs here are equally as large as those found in cities like Chicago, New York or St. Louis and other large cities in the United States. It is impossible also to find signs any more "flashy" anywhere than they are here.

Whenever a stranger comes into a city, naturally the first thing he looks at is signs; and he mentally remarks the supply or the lack of supply. Also, the prosperity of a city literally shines at night in its signs. One of the first impressions a stranger has of Omaha is the width of the streets and if it is night, with the signs twinkling, he draws a deep breath, unconsciously noting the "roominess" of the streets and the vast difference a wide street gives to signs in comparison to narrow streets.

The improvements of signs have been so gradual and steady that it is, perhaps, surprising to many to learn there are 19 per cent more electric signs in Omaha now than at this time last year.

OMAHA WITH MANY THEATERS

(Continued from Page Two.)

Omaha and as long as the policy continues the Orpheum is certain to have a profit on its books at the end of the season.

A change was made in the burlesque business in Omaha this fall. Last year two houses played here and by the opposition hurt the business of both houses. As the situation was approximately the same in other cities of the country the two competing circuits got together and made arrangements to combine and support one house in each city only.

Burlesque at the Gayety. The Gayety holds the only burlesque franchise in the city, but the extraordinary merit of the attractions presented satisfies Omaha completely. The

Gayety has booked attractions, and will book more of the same caliber, that were strictly musical comedies. The activity of Manager Johnson, who knows the theater game from the ground up, brought the shows into his house at the lower price and Omaha people were benefited just to that extent.

The Gayety is called a burlesque house, but it could well be called the home of musical extravaganzas. Burlesque is a rather bad name, because it is likely to imply shows of a shady color, as it did several years ago. But the Gayety has long since overcome that handicap and it is only a stumbling block to visitors to our city who are ignorant of the policy of the Gayety management.

Eva Lang, who is playing at the American, is an old favorite in Omaha. The attraction Eva Lang has for the Omaha people is truly miraculous. No other actress can boast the record of Eva Lang. Year after year Eva Lang and her companies have played before Omaha audiences and her popularity has never fallen. Her supporting companies have always been legitimate actors and actresses who have experience and talent. Miss Lang's company this year is exceptionally strong and her repertoire will be the best she has ever played.

Empress is Popular. The sixth house, which is enjoying the popularity of Omaha, is the Empress. The Empress is purely and simply a theater. It is built in such a design that it has more of the theater appearance than any other house. The Empress was opened last December and has been playing four shows a day to capacity houses ever since. The Empress was open all through the hot weather and was not affected in the least except that the doors were not kept on quite so many after the house was filled as is the custom now.

The Empress plays four acts of vaudeville that, although not of the same standard of the Orpheum, are more than worth the output of the dime admission price. In addition first run pictures are shown. The theater is open from noon until 11 o'clock and there are people viewing the show constantly.

Later in the year the Empress Gardens, a cabaret show, will be opened in the basement of the theater building.

AMERICA IS AN "OUTDOOR" NATION

Thomas Cusack Company

20th and Harney Sts., Omaha

Is America's Greatest "Outdoor" Advertising Concern

Big, dominant painted displays; electric or illuminated signs constantly at work in all parts of the city, tell the advertisers' story briefly, attractively and convincingly.

Phone us for **ELECTRIC AND COMMERCIAL SIGNS**

We furnish copy, sketches, plans until you say O. K.



The Store With the Electric Sign Attracts the Trade

The Electric Sign—a business getter. Its brilliant gleam is on duty during the dark hours, searching out new customers and impressing your message upon them. It will strengthen your hold upon old customers and will add many new ones. It is the cheapest and most effective of outdoor publicity.

Omaha Electric Light & Power Co.